Orders, enquiries, connections

It’s Thumbs Up all the way at IHGF Delhi Fair-Autumn 2019

It’s true, the winner takes it all, and for all connected to the show, when IHGF Delhi Fair wins, everybody wins. The credit for the grand success of this stupendous show should be shared by all stakeholders; buyers, sellers, organisers and facilitators. It’s been four days of very positive energy, enthusiasm and sentiment right from the word go, and hopefully we will have a befitting culminating day. This 48th edition of the show is set to conclude with new ties made, old ones renewed and promises to meet again at the April 2020 edition.

There has been strong and positive feedback both from the buyers and sellers, as the opportunity to expand the product base emerges. Time constraint keeps all busy as the show draws to a close. Exhibitors have demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. And as buyers share, many are leaving with orders and some are on the verge of finalizing. All are being quite explanatory in complimenting the organizers and exhibitors, the show’s facilities and the venue’s infrastructure.

Expect a full house at the next 49th edition scheduled from 15-19 April 2020.

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On day 4 our special guest Chaudhary Uday Bhan Singh, Hon’ble Minister of State for Micro, Small and Medium Enterprises, Khadi & Grammoudyog, Textiles, and Export Promotion, Govt. of UP visited and gave away Ajai Shankar Memorial Awards (on page 6-7) and Shri Ajay Tamta, Hon’ble Member of Parliament and former Minister of State for Textiles, graced IHGF Delhi Fair-Autumn 2019.
Excerpts from the Fair Grounds - Day 4
ACROSS 14 DISPLAY SECTORS, OVER THREE THOUSAND STALLS AND MYRAID PRODUCTS TO CHOOSE FROM

Gurugram based *Acky 15 Designs* and its owner, Ms. Akanksha are on their second participation at the fair. “I am very thankful to EPCH because I got some export orders from Philippines and Netherlands as a result of my last participation,” she says. An avid traveller with a professional design background, Ms. Akanksha’s work includes nature driven patterns of flora and fauna, making most prints very ‘English’ in her cushions, table top products, stationery and scarves. For this show she has developed a new line in cushions. “I am getting a very good response from buyers and I have got some enquiries from Germany and New Zealand this time,” she shares. Besides exports, they cater to pop up stores and boutiques in Delhi and retail outlets in Mumbai.

Ms. Amla Mittal from *Masterstroke*, Greater Noida has a line-up of semi-precious stones and jewellery as well as wooden handicrafts. “We have been participating in IHGF since almost a decade,” she says and adds that it is a good platform for buyer to buyer interaction, provides exposure and experience to exhibitors as well as artisans and gives out a lot of opportunities to showcase products. “We have got buyers from all over the world through this fair. And to cater to them, we have various categories such as, over the table, deck, wall, mirror, small pieces and furniture,” she concludes.

Delhi based Marquise, represented by Mr. Harshwardhan Bansal has a stall replete with rare semi-precious stone products that he says, lend their unique energy to the user. Explaining their production technique, Mr. Bansal says, “we procure these rocks, slice them manually and then combine them in a bed to make larger slabs out of them. With these we manufacture furniture and home decor products. From extraction to slicing to even manufacturing of furniture, everything is done manually,” and adds, “it is actually very challenging to work in this product category. There are only about 8-10 manufacturers who are dealing with semi-precious stone products at this level. We have 30 in-house workers. Such workers also work in-house in cottage industries for inlays.” They deal in about 50 varieties of stones, procured mostly from India and rest from regions of Africa and Brazil.

Originally from the marble stone trade background, Marquise initiated this work in 2016 doing both domestic and exports. This is their first participation in an IHGF fair, though they have participated in EPCH led trade shows in Milan and Dubai. “We have been trying hard to come to this fair since the last three years, finally we not only got the space here but also enquiries,” concludes Mr. Bansal.

Jaipur based *Ascetic Exports*, with a tagline - ‘world of artistic paper and leather products’, are regular participants at this fair and their representative, Mr. Mohit Sethi is very thankful to EPCH. “Just when we had started business, we participated in this fair and got to do our first export and since then we have been exporting to some of the major countries,” he shares and adds that this firm is co-owned by three friends. Inspired by handicrafts all around in their city, Jaipur, they decided to pick one raw material and create something with it. That’s how this company came into being. Now they specialise in gift boxes, bags, folders, journals and other paper based items made using techniques like block printing, tie & dye and foil embossing. Moving into product diversification to broaden their existing range, they have now come up with leather bags and journals with Jaipur’s traditional touch and are getting a good response from buyers.

Ms. Nidhi Sharma Parashar started *ZIRA* with her husband Mr. Pranjal Parashar, four years back. Based in Moradabad and with a workforce of 30 people, they specialise in lights with a new line in Christmas lights for introducing at this fair. They also have a new range of velvet, inspired by reindeers as well as other Christmas products, a category very few in India
Mr. Abdul Azim from Visba, Moradabad is an IHGF Delhi Fair patron since 40 editions. "IHGF as a trade platform is amazing as it gives an equal opportunity to people from all over India to showcase their work. Buyers really like that they can see everything from all over India at one platform and choose from their product categories accordingly," he says. Visba’s export markets include Europe, America, Japan and Australia. "Including IHGF, we do seven fairs a year in Europe, America and Hong Kong," Mr. Azim informs and adds that they work on high designs. They collect ideas and serve all the fairs, meet designers and buyers from all over the world. He further shares that there is a lot of potential for Indian products because of handcrafting, design, quality and the best perceived value against other Asian products.

Talking about their product profile, Mr. Azim informs that Visba used to work with brass mostly but as this raw material became very expensive they changed the medium to aluminum, iron and galvanized metal, mixing, matching and altering according to the designs and needs of the market with significant focus on finishing.

Saharanpur based Shining Handicrafts led by Mr. Sami Ur Rehman offers a display of candle holders, iron furniture, mirror frames, photo frames, wall hooks, wooden boxes and wooden furniture, all made of mango wood, sheesham and MDF. This is a family business which was started in 1987. IHGF has benefited them in many ways as this is "a proven meeting ground" for them to "meet their regular as well as new buyers."

The theme of recycling is very evident Essquisse Marquise India from Jodhpur, represented by Mr. Mohit Arora. Their medium is wood, sourced from Gujarat and used to bring out vibrant as well as natural wood coloured products teamed with iron for some assortments. "We are resourcing what people throw out, recycling it and giving waste a new life," says Mr. Arora and shares that his partnership firm with a French partner is 8 years old and they are regular participants at IHGF since. Each edition brings them 2-3 buyers. Antique Handicrafts, Moradabad is another firm specialising in recycling. They deal in old scooters and reuse them to make table lamps and showpieces. Their products include Royal Enfield table and chair, tank chair, Vespa chair, Vespa Sofa, couch and bed. Says their proprietor, Mr. Nazim Ali, "Vespa products are our highlights which we are producing since past 5 years. Otherwise we had lanterns and stools as well, which has been sidelined for now." They have participated in IHGF Delhi Fair many times and in this edition "still have orders going". Their buyer base spreads across Sweden, UK and France.

Manufacturers of glass and metal handicrafts, Firozabad based BKG Overseas, is represented at the fair by Mr. Govind Dixit. Established in 2004, they have European nations as their main market. Most of their products are seasonal and include home décor and table lamps in striking finishes and designs. "This is our family business. I have been attending IHGF Delhi Fair since I was six years old and I officially got involved three years ago," shares Mr. Dixit and adds that the response during the first three days was very encouraging as a large number of buyers visited.

Another exhibitor from Firozabad is Deshilp Overseas, an enterprise that specialises in decorative glass lights like chandeliers, table lamps, wall and ceiling lamps, etc. They also have a range in mosaic work. Their representative, Mr. Ajay Kumar Goyal has been in this trade since fifteen years. Five years ago, he formed this company and there has been no looking back since then. All manufacturing is done as per the industry norms and guidelines, with excellent raw materials and latest machines in a well spread
infrastructure. Their client base spreads across Japan, Argentina, South America, Brazil, USA, Italy, France, Belgium, Poland, Sri Lanka, Thailand, Malaysia, Singapore, Australia, Norway and Gulf Countries.

“So far there has been really good attendance at this fair in spite of the recession in the world. The number of buyers attending the fair seem to be fairly good,” says Mr. I H Kohli of Sardar Silk House, New Delhi. He has an eventful journey in IHGF as his company has associated with EPCH since its inception and this being their fourth generation well established business that works with several buyers in Europe and USA. They deal in needle crafts and embroidery work, embellished women’s fashion accessories like scarves, bags, fashion jewellery and handcrafted garments. Phulkari, ari work, chikankari and other kinds of hand embroidery that are their forte. Mr. Kohli shares, “much of our production processes take place in rural craft clusters in Punjab. The work is done by over 500 women artisans. Because of our association with this organisation the business has grown well. We deal with Spain, France and Italy.”

Flooratex Rubber and Plastic Pvt. Ltd., Kerala, is represented by Mr. Aarish Nag, their Addl. Director and Ms. Suja Jai who looks after their foreign trade. This is their fifth participation. “My father started this company and today we are the No. 1 exporters of rubber doormats in India,” says Mr. Nag and informs that they have been receiving the national award from the Govt. of India for the last 14 years for being the top and best exporter in this category. They have all the major certifications like ISO 9001 - 2008 and SA-8000: 2008. Their display includes attractive rubber mats that seem to have a lot of takers. They have 250 types of mats, all made using natural and recycled rubber, making the products biodegradable. Flooratex is currently exporting to 34 countries including USA, UK, Australia, etc. They also sell on Amazon. Noida based Sas Elegent Home Concepts, represented by Mr. Om Ji Pathkah says, “this is our 6th time participation in this show and since our first, we have been trying to get better with each edition. This year we are getting an amazing response,” Their products including cushions, wall hangings and mirror frames are 100% handmade using cotton, wool and acrylic. Among the hot-selling ones are floor cushions and mirrors with jute decorations. They have a team of 60 people and 10 designers. They export to USA, UK and Australia.

Ms. Shashi Nangia from Swati Exports, Noida has a stall with cheerful children’s products. I have got a very good response this year,” she says and thanks team EPCH as “they have always made it easy for entrepreneurs to connect with the buyers.” Swati was started in 1989 and got a national award for this venture in 1992 and 1994. They have around 600 workers a team of 4 designers. They primarily deal in clothing and children’s room accessories. This time there is a new collection using organic cotton. Their export markets are UK, US and Germany, besides others.

With a motto to achieve a plastic free world, Delhi based Multitex Services, represented by Mr. Raj Kumar, started varieties in paper and cloth bags in the year 2018. This is their first time participation at the fair and they have displayed their lines in craft paper bags. The buyer response has been good and they have enquiries from Australia, Dubai and France based buyers. Besides catering to the domestic market in India, they have recently shipped their first order to UK.

SB Overseas from Moradabad, represented by Mr. Sagheer Ahmed is a regular participant at IHGF Delhi Fair since many years. They deal in all kinds of tabletop using brass+glass+steel and also wood. He shares, “everytime we come here we get new and different things and return with a favourable response. We are doing very well in Middle East, Europe and USA. Our products are all handmade and we have around 400 artisans working with us. We get most of our raw material from Moradabad. This time we have got some new business enquiries from some new countries.”

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Awards for Best Display & Design at IHGF Delhi Fair - Autumn 2019

Hon’ble Minister of State for Micro, Small and Medium Enterprises, Khadi & Grammoudyog, Textiles, and Export Promotion, Govt. of UP, Chaudhary Uday Bhan Singh gives away Ajai Shankar and PN Suri Memorial Awards for Best Design and Display(stands) at IHGF Delhi Fair-Autumn 2019.

Chaudhary Uday Bhan Singh was accompanied by Ms. Kshipra Shukla, Chairperson, UP Institute of Design. The dignitaries were welcomed and hosted by Mr. Ravi K Passi, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEMIL; Mr. R K Verma, Director, EPCH; President, Reception Committee, IHGF Delhi Fair-Autumn 2019 - Mr. Sunit Jain; Vice Presidents, Reception Committee, IHGF Delhi Fair-Autumn 2019 - Ms. Neetu Singh, Mr. Ravindra Miglani and Mr. Rajat Asthana; and EPCH COA members. The Display Awards were given in 6 categories. The Hon’ble Minister also awarded Certificates to the batch of 54 students who have successfully completed the three months course from Centre for Handicrafts Exports Management Studies (CHEMS), conducted in Moradabad and Jaipur & Jodhpur. CHEMS is an educational initiative by EPCH for enhancing skills and catalyzing growth.

LAMPS & LIGHTING, LAWN AND BATH PRODUCTS

GOLD
Corep Lighting India Pvt. Ltd., Noida
Received by Mr. Ranvir Kumar

SILVER
Sai Creations, Moradabad
Received by Mr. Rakesh Dave

BRONZE
Allimra Crafts India Pvt. Ltd., Noida
Received by Mr. Kashif Altamash

HOME TEXTILES, FURNISHINGS & FLOOR COVERINGS

GOLD
Pas International, Jaipur
Received by Mr. Pranam Bhandari

SILVER
J C Hometex, Jaipur
Received by Mr. Avnesh Sharma

BRONZE
Blossom Fabrics Ltd., Panipat

CHRISTMAS DECORATIONS, CANDLES AND INCENSE

GOLD
Saini Exports, New Delhi
Received by Mr. Vatsal Zariwala

SILVER
Neelansh Exports, Delhi
Received by Mr. Vatsal Zariwala

BRONZE
Goloka Seva Trust, Bangalore
Received by Mr. Leelavatara
The batch of successful students from Centre for Handicrafts Exports Management Studies (CHEMS) from Moradabad and Jodhpur & Jaipur pose with the Hon'ble Minister at the ceremony. Ms. Rita Nahata, Dean, CHEMS, shared that these students have either joined their family business or have successfully become young entrepreneurs.
Achieving the Next Level of Excellence

It is rightly said that a positive attitude will spur you to take action, even in the face of great obstacles. This seminar aimed to guide attendees on soft skills focused on a positive attitude to achieve ‘the next level of excellence’ in business.

Commander VK Jaitly, Chairman, C_cube Consultants, through a motivating presentation, urged the audience to strive towards excellence.

by eliminating the fear of failure and following the simple mantras of life. He cited examples of inspiring change makers such as Ms. Indra Nooyi, Mr. E. Sreedharan, Mr. Kishore Biyani and Mr. Ram V. Sutar and highlighted the fact that they all had the strength to dream and turn their dream into reality. Drawing an example of the Statue of Unity, he highlighted how the idea of building the tallest statue in the world was turned into reality with commitment, passion and dedication. Further, he said that the steps from Dream to Destination include dreams, desires, direction, dedication, determination, discipline and deadline.

Encouraging the audience to have the courage to dream, Mr. Jaitley said, “our goals should be high enough to motivate yet realistic enough to avoid discouragement”. Our goals must be SMART which is short for Specific, Must be measurable, Must be achievable, Relevant and Time-bound. If our goals are SMART, chances of failure would be minimal. He advised to let go of the age old philosophy of “Simple Living High Thinking” and adapt “High Living and High Thinking” and urged the audience to be ‘aimers’. “Avoid complaining and cribbing, to celebrate every success and to motivate yourself to achieve,” he further said. Commander Jaitley shared the seven (C 7) formulas for productivity improvement through people. This comprises communication, concentration, courtesy, culture, confidence, common sense and collaboration. He asked the audience to collaborate and communicate with others so that everybody could succeed as a team. “If you aren’t able to work in a team and harness each others’ core competencies you’ll always perform below par,” he emphasised. According to him, Excellence is doing ordinary things, extraordinarily well. He presented the Ten Commandments to achieve the next level of excellence and asked stressed on focusing on the three pillars of leadership i.e., competency, character and enthusiasm.
I’m immensely happy with the buyer turnout. After running a global publicity campaign over the last six months, we were expecting a healthy footfall based on the advance pre-registrations. The actual numbers significantly exceed, and we’re still counting, with one more day to go. There are buyers from a spectrum of businesses: retailers, wholesalers, online sellers, importers, etc. catering to a variety of consumers across global markets. They are seen sourcing all categories of products, with hard goods for home leading the way. Exhibitors too have put up a good range of products that are getting buyer appreciation. The special display of crafts from the North East, Jammu & Kashmir and the border village of Mana got excellent visibility with ample trade and media attention. As most of our patrons are well aware, we have advanced the dates of the IHGF Delhi Fair Spring edition to 14 - 19 April 2020 to suit maximum buyers’ sourcing travel itineraries. I, on behalf of Team EPCH and Members of my Board extend a warm welcome to visit us in the 49th edition, for which everyone has six months to prepare. Thanking everyone and looking forward to host you in April!
Many artisans share success stories in entrepreneurship, credit EPCH guidance, training programs & initiatives for upscaling.

Product offerings from artisan pockets spread over India’s North Eastern Region connect you back with nature as raw and intrinsic styles emerge with the use of natural raw materials and derivatives. Many of these sustainable lines feature a contemporary twist and are especially suited to decor themes ranging from rustic to modern to traditional.

Priyom Hazarika and her enterprise, Nature Trade have been associated with the IHGF Delhi Fair since 2005 and have benefitted from the market linkages they have established here. A plethora of natural fiber products designed by Priyom, with new lines in bags and clutches embellished with shells, natural dyes, hand block printed fabric, are at their glory at her stall. Primarily from water hyacinth, cane and bamboo runners, baskets, mats, purses, wallets, carry bags and much more are offered. “We have a team of 100 artisans, especially underprivileged women from craft clusters. Some are already skilled and we polish their skills further. The not so skilled are trained by us towards improving their livelihood. Our export market spreads across Netherlands, UK, Switzerland and parts of Europe. I am targeting USA now. A major percentage of our trade is because of our participation in EPCH fairs,” informs Priyom.

“This is my third year in this show and when I first came here nobody knew me and today after 2 years I am an established exporter and EPCH has played a vital role in making me into what I am today. Such participation allows us to diversify our work and encourages us to experiment more by providing market exposure,” says Kaustav Varun Borbora from Silk Culture, Assam. Their display includes silk scarves and stoles combined with traditional Assamese prints and embroidery. Informing of their specialisation in Muga and Eri silk, he says, right from cultivating the silk to making it into the final product, everything is done at their production facility. “Buyers specially from Japan and Poland have appreciated our products. This time the footfall is great and I have already got orders from USA and China,” adds Kaustav.

Tamul Plates Marketing Pvt. Ltd. from Barpeta, Assam, is represented at IHGF Delhi Fair by Arindam Das Gupta. “I started my business back in 2010 with two very impressed points in my mind. First, that we should stop the use of plastic as it’s not only affecting our health but is also affecting our ecology and all the other living beings and secondly, that through this I will be able to generate employment for a lot of people,” he says. So, with the raw material from the bark of areca nut trees that sheds from the tree naturally, Arindam created his own designs and set up this enterprise. Today, it employs around 50 workers working with them directly and around 3000 women working indirectly. They are shipping to USA, UK, Australia, Columbia, Argentina and many other countries. “Our hot sellers for exports are the square plates of all sizes and for domestic it is the round plates,” says Arindam and adds that the buyer footfall in this edition is great and they got very good response. EPCH has helped them interact with the buyers to know what exactly they expect.

Another regular participant is Smita Rai of Namchi Candles, Sikkim, who picked up candle-making as a hobby and now has over 30 women artisans from her village Namchi, making designer candles and selling them across the country to stores as well as online. Her venture is supported by the Office of the DC (Handicrafts) in her region. She shares, “it is always very exciting to a part of this colourful fair. EPCH helps us with everything right from our travelling to lodging, food, helping us generate business and employment for our people and we can’t thank them enough for proving us with this platform.” Her display at the fair includes candles with carved wood accessories and are getting a lot of appreciation. Seeing the response and buyer footfall, she is hopeful to start exports soon.
Known as Manipur's pioneer manufacturer exporter of bags, baskets and purses made of water hyacinth and other natural fibers drawn from the river side, IHGF Delhi Fair regular, Keisham Babita Devi and her firm, through her firm-Natural Textile Collection, continue to gain attention with new lines in all kinds of bags. She has bags for practically all errands provided one has inclination for sustainable products. The natural shade of her bags have a striking effect when combined with embellishments which this time include fabric, tassles and pom poms. She works with women artisans, designing the products herself, and exports to a very receptive buyer base in South Asian and European countries. She expects to broaden her buyer base with the growing awareness about use of natural products, up cycling and recycling. “I am very happy that my work is being recognised and appreciated and I have got good business today,” she concludes.

Surbala Mayanglamban and her firm, Surbala Weaving Unit from Manipur are on their second participation at the fair. Their product line include shawls made with a traditional Leirum technique, jewellery with glass beads and cushion covers made of cotton and wool (their highest selling product at present). She has been in business since over 5 years, they work with local weavers whom they give designs and raw material to work with. All the printing and weaving is done by hand (using fly shuttle looms). USA and Europe are their export markets.

Jibon Ch. Paul from Assam in this second participation at IHGF Delhi Fair, offers a range in terracotta serveware and decoratives. They were initially only into decorative pieces but gradually included house ware like cups, glasses and containers. This time he has got along water bottles that are getting a lot of attention. The products are made of Kummad mitti-an organic material that benefits the user. Colours used to bring in shade variations are all organic as well. Jibon and his artisans are based in village of Khoridagossaigaon, Chapar, Dist. Dubri. The entire village is involved in the art of pottery. At present he exports to Nepal and Bhutan.

Narendra Borah, an NIFT alumni with years of experience & knowledge in regional textile crafts of Assam as well as eco-friendly printing & dyeing techniques on Muga and Eri silk, has set up a stall for the cooperative he has recently started by the name of ‘Silk & Handicraft Cooperative Samabai Sammittee Ltd.’ and is extremely thankful to team EPCH for funding them through SFURTI (Scheme for Fund for Regeneration of Traditional Industries). EPCH is helping the cooperative with guidance and this platform of IHGF is helping them grow everyday as well as generate employment for the artisans associated with it. Says Narendra, “we basically deal in natural dyed fabric which is woven in our production house. Our products are loved by buyers in European countries because of the distinctive colour scheme with the natural dyes we offer,” and adds that the buyer response has been good so far. He has a domestic buyer base too, with vibrant products and traditional Assamese embroidery.

Bamboo craft specialist Shantanu Sutradhar from Disha Enterprises, Assam shared, “I started my small venture back in 1999. After some years I got an opportunity to showcase my products in this show. EPCH has provided us with designers, educated us about the market, taught us product development and helped us enter the international market.” Shantanu is from Silchar, the southern part of Assam that abounds in clusters with several families working with cane & bamboo since over a century, catering to demands of buyers of other places. The innovated cane products in the form of trendy bags are often met with overwhelming demands. Disha Enterprises is working for big brands now. Their stall has displayed customised cane bags, some embellished with leather slings and borders. “Right now, this craft is not being done by anyone else. We are doing well in the international market and are exporting to European countries. The buyer response is good this year and I hope to return with some great orders,” he concludes.

Saroj Dey from Guwahati, Assam, based National Award winner, Nava Ayush Fragrances has been participating in this fair since many editions and has ‘always been showered with good buyer response all the time’. They specialise in naturally made incense sticks with their holders, burners and in
This time they have introduced naturally made garden freshners. “Every bit of material we use is cruelty free and reminds buyers of our tradition,” says Saroj. Their manufacturing unit consists of 50 women workers and 20 male workers. They have a strong domestic market and also export to Germany, Spain, UK, Mauritius, Palestine and UAE. “EPCH has helped us set up this trade base,” he concludes.

M Lucky Manipur Handicrafts works with bamboo, cane and kouna grass (primarily) to make bags, mats and other home decor products. This work was initiated by his entrepreneur mother and now has a workforce of 400 people. They export to US and France. “EPCH has helped us a lot in our journey to become an export firm. I have been participating in this fair from six editions and besides Kauna products I also do semi finished goods for further customisation with leather or other bamboo or cane made items,” shares Lucky and adds that their mats for daily use are washable, sustainable and can last for 7-8 years and are washable. Baskets are my best selling material.

Baby Sarkar from Tripura and her firm, Sangita Handicrafts have brought along, bamboo and cane products ranging from baskets to lamps, showpieces and jewellery. Her showpieces are all hand carved from gamhar wood and polished retaining their original shade. She has been in business since years and this was her sixth participation at this fair. “There are 50 people working in my unit in which few are women as well. I generally supply domestically and I get help in carrying out exports from people at EPCH’s regional office in Agartala,” concludes Sangita.

Another second time exhibitor at IHGF Delhi Fair, Alemla Temsu Mia Ao Lem Boutique Craft from Nagaland have got along home decor and lifestyle products like wall shelves, hanging planters, clock frames, etc. in macramé. She explains, “it is different from crochet as you use sticks and hook in crochet but macramé is purely hand-made, as all knots are tied by hand.” “Our products are appreciated because of their beauty and different style. All colours used are natural or kept in their natural state,” shares Alemla and adds that they sell their products within India and also export to Canada, USA and Japan.

Nengneithem Hengna from Runway Nagaland is on her maiden participation at this fair and has a display of jewellery and embroidered pouches made from various natural recycled materials, glass beads, jute and cotton. The styles are reminiscent of Naga culture, especially the earrings. “We follow ideology of banning plastic and promote it through by our items. Our jute jewellery goes very well with sarees,” says Nengneithem and adds that the passion to take her region’s traditional crafts to a commercially viable space as well as popularise them, made her start this enterprise. She exports to Holland and France besides supplying to brands in India like Vajor. “Thanks to EPCH, we are getting a lot of buyers at the fair and my stall is getting good buyer response as well,” she concludes.

Another second time participant at IHGF is Namita Abang, proprietor of her enterprise-Jayshree, from Assam, has got along naturally dyed Eri silk curtains, stoles and dupattas as well as bamboo bags. Working with Self-Help groups, they have traditional handloom weavers and people who manually cut the yarn. Everything is handspun. The entire shibori floral pattern is dyed on to the cloth by a meticulous process of tying & dyeing, she explains. While they already have a domestic market and have started exports to France since their first participation at IHGF Delhi Fair, they are here to establish connections with more markets and buyers. “The exposure here is also helping us learn,” said Namita.

John Paleng from JP Handicrafts (his family business in Arunachal Pradesh) too is here for the first time. Their product line includes bamboo and cane products such as pots, magazine boxes, wall flowers, baskets, spoons, pen holders, etc. besides tradition inspired textiles and a jewellery line that they sell online. The other products are exported to US, Sri Lanka and Nepal.
Another first time participant is Rebika from Eastend Women and Child Development Organisation, Manipur, with a display of bamboo and cane laundry and picnic baskets, small bags, jewellery boxes, etc. “We also decorate our products using lasi thread work,” says Rebika and informs that their unit comprises 100 plus people, women mostly. They export to Colombia and Argentina. Chennai in South India is their domestic market.

K. Lalmuanpuii representing Lenbuang Handloom & Handicraft, Mizoram is on her first time participation too. Established in 1992, her enterprise specialises in a wide variety of bamboo and wood made products such as bowls, pen holders, frames, key chains, table mats, trays, etc. The most popular are trolley bags that are decorated with traditional cloth to give it a hint of the Mizo culture. This regional flavour is also evident in their cushion covers.

First time participant, Moidun Nilufar from Guwahati, Assam and her enterprise NIFABS have a stall displaying home furnishing and stoles. Sharing about her journey, she says, “I have studied design, then I got an opportunity to work with artisans in our region and that’s how I decided to start my own venture. So, I am a cluster designer and Office of DC (Handicrafts) in our region saw my products and helped me with this opportunity,” and informs, “I do all kinds of textiles using different kinds of silks and cotton to make yardage and then it is used in different products. Only natural dyes and cruelty free silk is used.” Nilufar has been exporting indirectly to Russia, Sweden and US. The first two days of the fair got him enquiries from buyers from Australia, China, USA and also domestic buyers from India. He thanks EPCH for the encouragement and help.
Buyers comment......

I am from ‘Emjayelle Trading’, a new e-Commerce company. This is my first visit to IHGF. I am not specifically looking for anything in particular but am here for ideas and inspiration in various ‘home’ product categories before I can zero down on some. I have been here on all days of the fair and have seen unique designs in textiles, stuff related to home decoration and also kitchenware items. I am not looking at Christmas related products because we want to tap regular customers and not just seasonal. We sell on Amazon and are targeting the US market. We are also working towards initiating exports and so are looking for suppliers. The fair is amazing. I would love to come back.
Mark Lendon, Australia

We are one of the biggest construction companies in our region and I’m currently their interior designer. We buy furniture and lamps for our projects. We have projects with India, Dubai and Abu Dhabi. The quality of Indian products when compared to European products is 75% better. This is my second time here at IHGF. It’s my first day today so I haven’t had the chance to explore much but the facilities provided are all decent and the fair looks welcoming and promising.
Enrique Charco, Spain

My company, ‘Heliotrope Limited’, basically deals in home decor products like showpieces and other small items. I prefer easily portable items which I can use in my e-Commerce business which is from USA via Amazon. We would like to export handmade products that can open up a special kind of market due to their touch and finishing.
Patricia Chiu, Hong Kong

I am from ‘Xaomin Pvt. Ltd.’ We do furnishing and home décor material in China. We have been coming to India since the past 2.5 years to visit this IHGF Delhi Fair. Roughly 40-50% of our total imports come from India. Hong Kong and South America are our other sources. The main products that I’m searching for here are antique furniture and mirrors. Looking forward to exploring variety products in the upcoming two days.
Yang Mei, China

We are a company called, ‘Etison Home Staging’ based in Canada. We deal in all products related to home interior design which includes handicrafts, lighting, furniture, decoratives, etc. We are here to source products in aluminum, small furniture articles, and textiles. As of now we do not have any suppliers from India. But with their design edge, Indian manufacturers can offer a lot. So, this visit could be decisive for us.
Etison, Canada

I am here to source incense and home fragrances as well as religious/spiritual. I have found some really good stalls in this fair. I feel that the quality of the products available is very good and I am also interested in looking for recyclable items. In Brazil the demand of these products are good because the variety Indian suppliers can give in this category is difficult to match up with. This is my first time in this fair and I would like to come back next time as well.
Robson de Barros, Brazil

I have an e-Commerce company called, ‘Purple Jay’ that deals in home décor products. This is our first visit. At the fair we have seen wall hangings, aroma products, gifts, small wooden items, jewellery, etc. The products are quite unique and are in-house designed by the manufacturers exhibiting here. We could start with small quantities from India and gradually make it big. I am also attracted towards recyclable and natural products, displayed at the fair.
Steve Jayock, New Zealand
As our name suggests, we deal in home décor made of iron. We are here to source iron and aluminum showpieces. I have an interest in lighting too but this category’s import certifications are a bit cumbersome. I service the US market and I am an importer as well as an exporter. I feel that there is huge potential for Indian made products provided price compatibility is maintained. Buyers are always comparing.

Pan Pan Sen, Singapore

We are an online and retail business called, ‘CCBS Imports’. Besides the primary purpose of meeting my regular suppliers, I am here to also look for furniture as well as home décor, especially in lights. I started trading with India in 2014. Soon, I switched all my other country suppliers with exporters from India, so all of my imports are from India. The quality of these products and the relationship I have with my suppliers is amazing. Also the quality is getting better each year, so it’s a relief to ship my boxes across Canada each time. IHGF Delhi Fair has a lot to take in, there is a lot to see, it’s all well organised, also medical staff is great, they take care of you right away, so I’m really pleased with the overall experience. My core business is furniture but this year I’ve opened up my retail stores so I’m looking forward to expand with products that I haven’t dealt with yet. I’m still learning and exploring rates, volumes, what to buy & what not, how to club it & how to not club it.

Stephanie Briggs, Canada

My company, ‘Zonexim Solutions’ and I deal in home & fashion products like garments, jewellery, leather shoes and other leather products. Besides looking for these products in this fair, I am also keeping my mind open for different new ideas by visiting stalls with innovations in categories I do not do yet. I might look into furniture as I find it to be very different here. As of now, I am already working with suppliers in Rajasthan. People in Spain love colours and intricate designs the market for Indian accent pieces is good.

Luis Carlos Isaza, Spain

My company, ‘Corino Bruna Srl.’ is actually an importer cum Garden Center in Italy. We import pottery, plastics, ceramics and iron products, basically all kinds of accessories for garden. I’ve never worked with India before. I am here to explore that option in categories of glass and iron. I visited this fair once around 10 years back. Today I can say, it has become lot way bigger and organised.

Loredana, Italy

We are online sellers under a brand name, Divine Selling. This is our first visit to this fair. Ours is a new startup. We are not looking for any specific category, rather we are looking at all. Hopefully we will trade handmade and metal products which India is famous for. We came across information on this fair through a YouTube video so decided to give it a shot. The facilities are really impressive and we are taken aback by free food and free transport. Totally loving the experience.

Paul and Ida, Australia

I am an architect and we do major projects under our brand name ‘Mega Projects’ in Saudi. However, I’m here to source accessories and lamps for our firm’s new retail shop. We mostly buy from Indonesia, China and some from Malaysia, but are now starting our trade with India through this Autumn Fair. My friend from Kerala recommended this fair and I’m happy to have visited. I never expected this much variety. I have been to exhibitions around and this was really good and impressive, they take care of buyers really well.

Mohamed Hisham, Saudi Arabia
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